Fulfillment Information Form and P.O. Box Request

Use this form to provide the required information about a program. Upon receipt of completed form, a P.O. Box number will be assigned.

Prepared by: Laura Bollermann

Date: February 22,1996

Agency Contact: Heather Forsythe

Brand Manager: Bob Ferrin

LBCo. Ext. /Agency Phone: 312-220-5165

(To be completed by Fulfillment Department)

Offer Name: April 96 Summer Entertaining - Loyalty Maintenance Program **Offer No:** _____

Required Program Information: Provide **ALL** of the information required below:

Brand: Benson & Hedges 100's

Program Name: April '96 Summer Entertaining - MAINTENANCE

Program Description: Continuity program offers Blender, set of 4 glasses, set of 4 coasters **w/ special cookbook offer**

Drop Date: 4/22/96 Expiration Date: 7/31/96

Type of Inbound Mail: [X] Consumer Pays Postage [ ] BRC

Consumer Package to be Sent: [ ] Third Class [X] UPS

Total Circulation: 300,000 **Est. Redemption Rate:** 4.9 %

Method	Circ.	Est. Redemp.	(To be completed by Fulfillment Dept.) P.O. Box #	Source Code	Magazine Name	Circ.	Est. Redemp.	(To be completed by Fulfillment Dept.) P.O. Box #	Source Code
Direct Mail	300,000	14,700	8188	A					
FSI				B					
Retail Pack				C					
Retail Carton				D					
Retail 1/2 Ctn				E					
1 - 800 #				F					
POS				G					
Other									

(To be completed by Fulfillment Dept.)

Use the following address for consumer responses:

Use the following address for undeliverable mail:

Club Benson & Hedges

PO BOX 4127

Schaumburg, IL 60168-4127

A separate Page 2 is Required for EACH Fulfillment Item Offered

The Catalog Matrix should be used for programs offering more than 2 items

2071963232

Source: https://www.industrydocuments.ucsf.edu/docs/yxpm0004

Fulfillment Information Form and P.O. Box Request

Date: February 22

Program Name: April '96 Summer Entertaining - MAINTENANCE

Fulfillment Item Information: Required for all Programs. Please answer all questions.

Fulfillment Item Description: See Item Matrix

Total # of Items Offered in this Program: 4

Estimated # of Consumer Orders: 27,000 (Mail Receipts)

Initial Qty Ordered from Supplier: _____

Anticipated Delivery Date of Fulfillment: _____ Size: (If applicable) _____ Item POS #: _____

Reorder Leadtime for this Item is: _____ Size: _____ Item POS #: _____

Item Value (**Bold One**): High Medium Low Size: _____ Item POS #: _____

Size: _____ Item POS #: _____

Size: _____ Item POS #: _____

Consumer Requirements: Required for all Programs. Please answer all questions.

Are UPCs Required? [X] Yes [ ] No Qty. Pack UPCs required See Matrix

Item Limit: [ ] 1 Per Person Program/Offer Limit: Max. 8 items total

[X] Other (Please Explain) Limit of 2 of each item per person. Other _____

Is Shipping and Handling to be Paid by Consumer? [ ] No [X] Yes $ TBD

Other Fulfillment Information: Required for all Programs.

Are other enclosures/messages to accompany the fulfillment item(s)? (i.e., Survey, Postage Paid Reply Card, Envelope)

[X] Yes (Describe requirements below) [ ] No

Generic refer-a -friend card / One per fulfilled offer / Being produced by LBCo (Due to CRI no later than 4/22/96)

Are [X] Thank You Cards [ ] Hangtags to be Enclosed? [ ] No [X] Yes. Use Cards with Brand ID

Anticipated Delivery Date of Materials: Date: _____ **OR** [X] Already in CRI Inventory

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Coupon Data: Complete if applicable. The Coupon Data Sheet must be completed and must accompany this request.

Are Coupons Required as Part of Fulfillment Bounceback?

[X] No [ ] Yes. If Yes: UPC# _____ Qty _____

Value _____ Est. Redemp. _____ % Est. Resp. _____ %

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